

ABSTRACT OF THE DISCLOSURE

1 A method and system for tracking hits of a requested network
2 file includes embedding an instruction within the file that directs the request-
3 ing device to transmit an indicator to a processor for counting subsequent
4 to the requesting device receiving the requested file. The request for the
5 network file is made by a requesting device (e.g., client of an end-user) and
6 may be made over the Internet. The instruction is executed by a Web
7 browser at the requesting device. The instruction is embedded within the
8 Internet file, so that if the file is cached by a proxy server, the instruction is
9 also cached. Thus, the instruction will reach the end-user regardless of
10 whether the file is downloaded from the proxy server or from an originating
11 server. When the file reaches the end-user, the instruction triggers the
12 transmission of the indicator that is send to the processor for counting.